

# SELLING points

August 2013 Vol. 14, No. 2

LOTTERY RETAILER NEWSLETTER



**Win a Honda Rancher 4x4**

HONDA

WITH ELECTRIC START AND POWER STEERING • MADE RIGHT HERE IN TIMMONSVILLE, SC

OR YOU COULD EVEN WIN  
**\$75,000**  
Instantly!

### BE A RESPONSIBLE RIDER.

Remember ATVs are to be used only in sports. Always wear a helmet, eye protection and protective clothing and never ride on paved surfaces or public roads. Never carry passengers, and engage in more riding, and remember that riding down a hill with engine or brakes could cause a loss of control. Honda FourTrax models are rated as difficult terrain. Honda FourTrax models are not recommended for riders 16 years of age and older. Honda recommends that all ATV riders take a training course and read their owner's manual thoroughly. New ATV purchasers should call 1-800-887-5887. Whenever you ride off-road, make sure you follow the "THREAT LEVEL" guidelines and always stay on established trails to approved riding areas. Keep your riding area clear, use common sense, and respect the rights of others. Operating your ATV with a modified engine, suspension, control system or other safety system may be illegal. Always obtain written permission before riding on private lands, and obey all the laws and regulations governing your riding area.

OVERALL ODDS: 1 in 375 TOP PRIZE ODDS: 1 in 60,000  
INSTANT-CHANCE ODDS: Based upon the number of prizes awarded.  
Prizes and the timing of prizes are subject to change without notice. Prizes are awarded by the South Carolina Education Lottery. Prizes are awarded by the South Carolina Education Lottery. Prizes are awarded by the South Carolina Education Lottery. Prizes are awarded by the South Carolina Education Lottery.





Dear Lottery Retailers:

Although summer heat is still with us, August in the Palmetto State marks the end of summer and the beginning of a new school year. Here at the South Carolina Education Lottery a few of our summer activities are also drawing to a close. As students of all ages begin classes, we celebrate education and all that we do to bring financial resources to educational programs across the State. Thank you for your contribution to the success of our lottery games and the promotions that go along with them! With each transfer to the Education Lottery Account, we are reminded of your invaluable involvement.

This month, we are all about promoting the State of South Carolina! Every year about this time we partner with PalmettoPride to launch a new Clean\$weep Second-Chance Promotion. Clean\$weep encourages lottery players to mail in their non-winning tickets for recycling rather than discarding them along our roads and highways.

Please encourage your players to visit our website, [sceducationlottery.com](http://sceducationlottery.com), to find the rules, deadlines for sending in non-winning tickets, drawing dates, and the mailing address for the promotion. Clean\$weep is a great way for all of us – the Education Lottery, our retailers and our players – to work together to help maintain the beauty of our State.

And be sure to check out our new Honda instant ticket! Did you know that the Honda ATV prizes for this game are made at Honda's Timmonsville plant, right here in South Carolina? The Education Lottery is proud to partner with a company that has invested in our State and her citizens.

We are also proud to partner with YOU!! Have a happy August – and stay cool!

All my best,  
**Paula Harper Bethea**  
Executive Director

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

# SELLINGpoints

**Selling Points** is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

## Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)  
**Stolen/Missing Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)  
**Winning Numbers Line:** 1-803-734-4966 (IWON)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155  
**Ad Space:** 1-803-737-2037 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:  
[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly!



[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



Brittani Express, Rock Hill - Ashley Nguyen

## FEATURED RETAILER

# Brittani Express

By Monica Moreira, Upstate MSR

Established in 2006, **Brittani Express** quickly became a favorite stop for folks in **Rock Hill**.

The Nguyen family, led by Ashley and Anthony, knows how to take care of their customers. According to them, great customer service has translated into 95% of customers returning, many to dine-in, play the Lottery or just enjoy some conversation.

Camaraderie exists among everyone in the store, from owners to employees to customers. They all know each other. In fact, when a customer doesn't come in as usual, other customers ask their whereabouts. Ashley says their store has brought many in the community together who otherwise might not have become friends or business affiliates.

"We take pride in creating this type of environment for our customers," Anthony said. "You can say a major part of our success is that we have great customers!"

By keeping ticket dispensers full, posting lottery signs and always cashing winning tickets up to and including \$500, Brittani Express is a major ally for education in South Carolina. They keep players informed of new scratch-off games and the jackpot current amounts, giving everybody who stops the opportunity to buy a ticket.



**Circle K Stores #5963, Fort Mill** - Leonda Larsons, Greer - Katerina  
**Sav Way 28, Florence** - Jay and Surekhu  
**Food Lion #1599, Conway** - Lisa



UNTAME THE FUN

By Lella Getman, Product Specialist

Get your players excited about the adventure of playing the new \$3 **Honda** ticket for some untamed fun! Players can win up to \$75,000 instantly, or they can enter their non-winning tickets into the **Honda Second-Chance Promotion** for a chance to win one of 15 Honda Rancher 4x4s, with electric start and power steering, made right here in Timmonsville, SC\*, or for the chance to win \$75,000 as the final cash prize. Tickets can be entered either by mail or online at [sceducationlottery.com](http://sceducationlottery.com).

Get this off-road adventure started by asking for the sale starting Tuesday, August 27!

South Carolina born and raised...

Your players may be surprised to learn the global Honda brand they've come to know and love has a footprint here in South Carolina. All 15 of the Honda Rancher 4X4s to be awarded on this ticket were assembled right here in Timmonsville, SC. The South Carolina Education Lottery and Honda are proud to partner on this ticket with a local feel, one your players are sure to appreciate.

PRIZES & DATES TO KNOW:

	ENTRY DEADLINE	DRAW DATE	PRIZES
DRAWING 1	Thursday, Oct. 24, 2013	Thursday, Oct. 31, 2013	FIVE (5) HONDA Rancher 4x4s
DRAWING 2	Thursday, Jan. 23, 2014	Thursday, Jan. 30, 2014	FIVE (5) HONDA Rancher 4x4s
DRAWING 3	The final drawing will be conducted no sooner than thirty (30) days after the last day to sell HONDA instant tickets. Drawing 3 will select five (5) HONDA Rancher 4x4 winners and one (1) \$75,000 winner.		FIVE (5) HONDA Rancher 4x4s  \$75,000

\* Honda ATVs are made with domestically and globally sourced parts.



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**BE A RESPONSIBLE RIDER.** Remember ATVs can be hazardous to operate. Always wear a helmet, eye protection and protective clothing; never ride on paved surfaces or public roads. Never engage in stunt riding and remember riding does not mix with drugs or alcohol. Avoid excessive speeds. The Rancher FourTrax is recommended for riders 16 years of age and older.



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OVERALL ODDS: 1 in 3.73. TOP PRIZE ODDS: 1 in 600,000.  
SECOND-CHANCE ODDS: Dependent upon the number of entries received.  
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## MYSTERY SHOPPER Would you like to win a \$100 Gift Card?

To qualify for the second of three Mystery Shopper Retailer Incentive drawings to be held the week of August 12, do your part by making sure your jackpot signs are updated, instant games are properly displayed, POS is in place and odds information is posted. Your MSR will evaluate your store and deliver a postcard that must be mailed to enter the drawing. The entry deadline is Friday, August 9.

## SECOND CHANCE Who will win a "FAN-tastic" trip?



Tuesday, August 29, Special Insider Trip Experiences to NASCAR® races in the FAN-tastic! Promotion will be won. One winner will attend the first official NASCAR® race of the 2014 season in Daytona Beach, FL. Two others will travel to the 2014 Bojangles' Southern 500® at Darlington Raceway®. Encourage players to enter by Thursday, August 22.

## Closings

**Monday, September 2:** SCEL offices AND our delivery partners will be closed to observe Labor Day. Retailers will NOT be able to order tickets. Tickets ordered by 5 p.m. on Thurs., August 29, will be delivered on Fri., August 30. Tickets ordered on Fri., August 30, will be delivered on Tues., Sept. 3. Drawings will be held as scheduled. Remember to order early for the holiday weekend.

## CleanSweep

Litter on the floor of your store or out in the parking lot is bad for business. To stop scratch-offs from ending up on the ground, the Lottery and PalmettoPride started CleanSweep. The program, where players mail in 10 non-winning scratch-offs for a chance to win \$50, has been hugely successful and will continue. Each month about 175,000 tickets are received and recycled by the Lottery.



## Looking to Sell More Tickets, Get Outside & Host a Promotion

To schedule a promotion, contact your local promotions representative to start planning an event today. Show your customers just how much they mean to you and your business.



## Reward Your Customers With a Promotion

Lottery promotions are the perfect way to attract new players and thank your existing ones. Promotions are also a lot of fun. The folks at **The Spinx Company #193** in **Simpsonville** sure think so. They had a great time with the Lottery and WSSL FM at a radio remote the week of the Carolina Cash 6 launch. The Lottery's prize wheel was spun over 120 times in two hours. A similar event at **Persimmon Hill** in **Sumter** saw 300 spins.

Have you thought about hosting a customer appreciation event or have one in the works? Invite the Lottery. The folks at **HB Mart** in **Columbia** did and even gave away a 46-inch flat screen TV to a lucky player. To win the TV, lottery players had to purchase \$10 in tickets to receive an entry.

But our bread and butter wheel spin is always a hit. Players at **Food Mart #1** in **Charleston** walked away with some nice prizes like T-shirts, bags and umbrellas.



## WINNERS



**\$100,000**  
**Double-Up Dollars**  
Anthony Fernandez – Manning  
Cornery Pantry #148 – Manning



**\$200,000**  
**Crazy Wild 10s**  
Derek Ward – Anderson  
Quick Stop FoodMart – Anderson



**\$10,000**  
**Mega Millions®**  
Maria Delgado – Mt. Pleasant  
BI-Lo #5286 – Mt. Pleasant



**\$20,000**  
**Back Nine**  
Christopher White – Clover, NC  
My LII Store – Blacksburg



**\$200,000**  
**Cool Turquoise 7s**  
Theodore Watson – Goose Creek  
Murphy Express #8552 – N. Charleston



**\$20,000**  
**\$20,000 Taxes Paid**  
James Dempster – Savona, NY  
Royal Food Store #10 – Joanna



**\$200,000**  
**\$200,000 Cash Xcitement**  
Jerry Dalenta – Florence  
Save Mart 4 – Florence



**\$1,200**  
**Palmetto Cash 5**  
Brenda James – Sumter  
Sumter Stop – Sumter



## UPCOMING games

Games scheduled to launch Tuesday, August 27:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

## TICKET alerts\*

Fri., August 2: Last day to return Celebrate! (#519), Lucky Stars (#531), Big Bang Bucks (#535), Jumbo Bucks (#546) and Double Mega Tripler (#584).

Thurs., August 8: Last day to return Crazy Wild 10s (#592).

Fri., August 9: Last day to return Junior Jumbo Bucks (#518).

Tues., August 13: Last day to redeem Bronze Bucks (#542), Green and Gold (#566) and Red Hot Cash (#578).

Wed., August 14: Last day to sell Tic Tac Snow (#572), Holiday Wishes (#574) and Winter Wonderbucks (#575).

Tues., August 20: Last day to redeem Giant Jumbo Bucks (#515), Gimme 5! (#538), Aces High (#563) and Great 8's (#580).

Wed., August 21: Last day to sell \$200,000 Jackpot (#585).

Fri., August 23: Last day to return Wild Cherry Doubler (#576).

Tues., August 27: Last day to redeem Carolina Riches 10th Edition (#577).

Wed., August 28: Last day to sell Back Nine (#597).

Fri., August 30: Last day to return 3 Times Lucky (#541).

## ENDING games\*

Start selling down the following:

SC-572 Tic Tac Snow

SC-574 Holiday Wishes

SC-575 Winter Wonderbucks

Last day to sell:

Wednesday, August 14, 2013

Last day to return:

Friday, September 13, 2013

Last day to redeem:

Tuesday, November 12, 2013

SC-585 \$200,000 Jackpot

Last day to sell:

Wednesday, August 21, 2013

Last day to return:

Friday, September 20, 2013

Last day to redeem:

Tuesday, November 19, 2013

SC-597 Back Nine

Last day to sell:

Wednesday, August 28, 2013

Last day to return:

Friday, September 27, 2013

Last day to redeem:

Tuesday, November 26, 2013

\* Watch for UPDATES to ending dates sent via your lottery terminal.

Ending game dates are current as of Wednesday, July 10, 2013.